

The Influence Of Influencer Marketing And Brand Image On Consumer Purchase Decisions For Gadah Fried Chicken With Purchase Interest As A Mediation Variable: A Study on Followers of the Instagram Account @ayamgorenggadah

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ABSTRACT

This study aims to analyze the influence of influencer marketing and brand image on consumer purchasing decisions for Ayam Goreng Gadah, with purchase intention as a mediating variable. The background of this study is based on the rapid development of digital marketing through social media, especially Instagram, which is now one of the main marketing platforms for local culinary businesses. The study uses a causal associative quantitative approach with data collection through a Likert-scale questionnaire to followers of the Instagram account @ayamgorenggadah who have purchased the product. Sampling was determined using a purposive sampling technique using the Slovin formula. Data analysis used the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the help of the SmartPLS application. The test results show that all research indicators meet convergent and discriminant validity. The R^2 value for purchasing decisions is 0.514 (moderate category) and the R^2 value for purchasing intentions is 0.282 (weak category). Hypothesis testing proves that influencer marketing has a positive and significant effect on purchase intention ($\beta=0.424$; $p=0.000$) and purchase decision ($\beta=0.257$; $p=0.001$). Brand image also has a positive and significant effect on purchase intention ($\beta=0.265$; $p=0.000$) and purchase decision ($\beta=0.220$; $p=0.002$). In addition, purchase intention is proven to mediate the influence of influencer marketing ($\beta=0.194$; $p=0.001$) and brand image ($\beta=0.121$; $p=0.003$) on purchase decision. In conclusion, optimizing influencer marketing strategy and strengthening brand image effectively increases consumer purchase intention, which ultimately drives purchase decisions in local culinary businesses based on social media.

INTRODUCTION

The development of information and communication technology has driven digital transformation in the business world, particularly in marketing activities. Companies are now utilizing digital marketing because it is considered more effective in reaching consumers and building interactions through various social media platforms. This shift has also transformed consumer behavior, with consumers increasingly actively seeking, comparing, and evaluating product information online before making a purchase. According to the We Are Social (2025) report, Instagram is one of the most widely used social media platforms in Indonesia (82.4%), making it a potential platform for marketing, particularly in culinary businesses that rely on visual appeal.

One rapidly growing digital marketing strategy is influencer marketing, which involves using influential individuals on social media to promote products to their followers. Various studies have shown that influencer marketing positively influences purchase intention and purchasing decisions because it builds trust and shapes consumer perceptions. However, the effectiveness of this strategy varies across brands, as consumers are increasingly critical of promotional content. Therefore, other supporting factors are needed to strengthen consumer confidence in making a purchase.

Another important factor is brand image, which is the perception and impression consumers have of a brand. A positive brand image can increase trust, reduce perceived risk, and encourage purchase intention, which ultimately influences purchasing decisions. In this process, purchase intention serves as a psychological variable that bridges the influence of various marketing strategies on consumer purchasing decisions.

Ayam Goreng Gadah is a culinary business that utilizes Instagram as its primary marketing medium through the account @ayamgorenggadah. The strategies implemented include using influencer marketing and strengthening brand image through engaging visual content to increase consumer interest and purchase decisions. However, increasing competition with various similar culinary brands on social media requires the company to optimize both strategies to attract and retain customers.

Previous research has shown inconsistent results regarding the influence of influencer marketing and brand image on purchasing decisions. Furthermore, most studies have focused on large corporations, while studies on local culinary businesses are limited. Therefore, this study aims to analyze the influence of influencer marketing and brand image on purchasing decisions, with purchase intention as a mediating variable among Ayam Goreng Gadah consumers. This study is expected to contribute to the development of digital marketing strategies for local culinary businesses.

RESEARCH METHODS

Types of research

This study uses a quantitative approach with a causal associative research type that aims to analyze the influence of *influencer marketing* and *brand image* on purchasing

decisions through purchase intention as a mediating variable. Research data were obtained by distributing questionnaires to respondents who met the research criteria using a predetermined measurement scale. Data analysis was carried out using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method because it is able to test the relationship between latent variables simultaneously, both direct and indirect influences. The analysis stages include testing the measurement model (*outer model*), the structural model (*inner model*), and hypothesis testing to determine the relationship and influence between variables empirically.

Research Subjects

The subjects in this study were followers of the Ayam Goreng Gadah Instagram account, which served as the research population because they are the primary audience exposed to *influencer marketing activities* and *brand image* built through social media. The sample size was determined using the Slovin formula because this method is simple and appropriate for use when population characteristics are not yet known in detail, so that the sample obtained is expected to be representative of the research population. The selected respondents were individuals who met the research criteria, so the data obtained are relevant to analyze the influence of *influencer marketing* and *brand image* on purchasing decisions through purchase intention as a mediating variable.

Sampling Techniques

The sampling technique in this study used non-probability sampling with a purposive sampling method, namely selecting respondents based on certain criteria in accordance with the research objectives. The respondent criteria included having purchased Ayam Goreng Gadah products, knowing or following the Instagram account @ayamgorenggadah, and being at least 17 years old. These criteria were established to ensure respondents had relevant experience and knowledge so they could provide valid data according to the variables studied.

Data collection technique

The data collection technique in this study used a questionnaire distributed to predetermined respondents. The questionnaire was structured based on indicators for each research variable and used a Likert scale of 1–5 to measure respondents' level of agreement with the statements given, ranging from strongly disagree to strongly agree. The use of a questionnaire with a Likert scale was chosen because it was considered effective in collecting data from a number of respondents in a structured and efficient manner, and produced quantitative data that could be further analyzed statistically, thus aligning with the research objectives (Sugiyono, 2020).

Data Analysis Techniques

Data analysis techniques in study This use approach quantitative with method statistics conducted after all respondent data collected . The data is then processed through statistics descriptive For describe characteristics respondents and variables research, as well

as statistics inferential For test hypothesis. Testing done For know connection between variables, both in a way direct and No directly, so that obtained objective and possible conclusions generalized.

Study This use method *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) with help application SmartPLS For analyze connection between latent variables. SEM-PLS was selected Because capable test connection causal in a way simultaneous without requires normal data distribution, and suitable used for complex and multifaceted research models predictive. SEM-PLS analysis consists of from the measurement model (*outer model*) that evaluates validity and reliability indicator through validity testing convergent , validity discriminant, as well as reliability constructs (*Composite Reliability* and *Cronbach's Alpha*), and structural models (*inner model*) that test connection intervariable through analysis coefficient determination (R^2) and *predictive relevance* (Q^2).

Next , analysis connection intervariable done use analysis path *analysis* For know influence direct and No direct intervariable research. The variables used consists of from *influencer marketing* and *brand image* as variables independent, interest buy as intervening variables, as well as decision purchase as variables dependent. Analysis results obtained through The path coefficient value shows direction and strength connection between variables, so that can used For test hypothesis study in a way empirical.

RESULTS AND DISCUSSION

Results

Testing done with method (PLS-SEM) through application SmartPLS with see mark *outer loading* and Average Variance Extracted (AVE), where the indicators declared valid if mark *outer loading* > 0.70 and AVE > 0.50 . *Outer loading* used For evaluate connection between indicators and latent variables , while AVE shows ability construct in explain variance indicators , so that testing This aim ensure that every indicator in questionnaire capable represent variables study in a way precise and accurate .

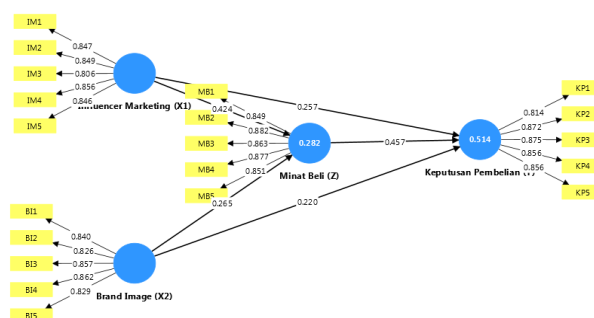


Figure 1. SEM PLS Output Results

Convergent Validity Test

Convergent validity was tested using outer loading and Average Variance Extracted (AVE) values through the SmartPLS application. Indicators were declared valid if they had an outer loading value > 0.70 and $AVE > 0.50$, while indicators that did not meet these criteria were removed. This test aimed to ensure that each indicator was able to accurately represent the construct being measured. The higher the outer loading value, the greater the indicator's contribution in explaining the latent variable. The results thus served as the basis for determining the indicator's feasibility in the next analysis stage.

Table 1. Results of the Outer Loading Test of Convergent Validity

Variables	Indicator	Loading factor	Standard	Information
Influencer Marketing (X1)	X1.1	0.840	> 0.5	Valid
	X1.2	0.826		
	X1.3	0.857		
	X1.4	0.862		
	X1.5	0.829		
Brand Image (X2)	X2.1	0.847	> 0.5	Valid
	X2.2	0.849		
	X2.3	0.806		
	X2.4	0.856		
	X2.5	0.846		
Purchase Decision (Y)	Y1	0.814	> 0.5	Valid
	Y2	0.872		
	Y3	0.875		
	Y4	0.856		
	Y5	0.856		
Purchase Interest (Z)	Z1	0.849	> 0.5	Valid
	Z2	0.882		
	Z3	0.863		
	Z4	0.877		
	Z5	0.851		

Discriminant Validity Test

Cross-loading is a discriminant validity test used to assess an indicator's ability to measure its own construct compared to other constructs. The test is conducted by examining the indicator's correlation value with the latent variable in the SmartPLS application. An indicator is deemed to have discriminant validity if its own loading value is greater than that of other constructs. Therefore, discriminant validity is met if each indicator has the highest cross-loading value on the variable it measures.

Table 2. *Cross Loading Discriminant Validity Results*

Instrument	Influencer Marketing (X1)	Brand Image (X2)	Purchase Interest (Z)	Purchase Decision (Y)	Note :
X1.1	0.847	0.062	0.293	0.332	Valid
X1.2	0.849	0.110	0.475	0.462	Valid
X1.3	0.806	0.113	0.353	0.452	Valid
X1.4	0.856	0.164	0.342	0.373	Valid
X1.5	0.846	0.146	0.434	0.448	Valid
X2.1	0.041	0.840	0.236	0.310	Valid
X2.2	0.173	0.826	0.232	0.294	Valid
X2.3	0.170	0.857	0.264	0.387	Valid
X2.4	0.139	0.862	0.345	0.353	Valid
X2.5	0.076	0.829	0.281	0.353	Valid
Y1	0.359	0.334	0.849	0.578	Valid
Y2	0.453	0.252	0.882	0.575	Valid
Y3	0.351	0.270	0.863	0.532	Valid
Y4	0.495	0.239	0.877	0.560	Valid
Y5	0.327	0.318	0.851	0.553	Valid
Z1	0.306	0.348	0.466	0.814	Valid
Z2	0.425	0.336	0.603	0.872	Valid
Z3	0.438	0.286	0.514	0.875	Valid
Z4	0.476	0.359	0.627	0.856	Valid
Z5	0.470	0.401	0.536	0.856	Valid

Based on the results of the cross-loading test on SmartPLS, all indicators of *brand image* , *influencer marketing* , purchasing decisions, and purchase intentions have the highest loading values on their respective constructs (0.806–0.882) compared to other constructs. This shows that each indicator is able to represent its variable well and fulfills discriminant validity . In addition, the Latent Variable Correlation test is also used to evaluate discriminant validity by looking at the level of correlation between constructs in the model, where a correlation value that is not too high indicates that each latent variable has clear conceptual differences and measures different constructs, thus further strengthening the fulfillment of discriminant validity in the study.

Table 3. Latent Variable Correlation Results

	Brand Image	Influencer Marketing	Buying decision	Purchase Interest	AVE	√AVE	Note:
Brand Image	1,000	0.144	0.406	0.326	0.710	0.843	Valid
Influencer Marketing	0.144	1,000	0.500	0.462	0.707	0.841	Valid
Buying decision	0.406	0.500	1,000	0.648	0.741	0.861	Valid
Purchase Interest	0.326	0.462	0.648	1,000	0.747	0.864	Valid

The results of the Latent Variable Correlation test by comparing the $\sqrt{\text{AVE}}$ values show that all variables in the study have met discriminant validity, because the $\sqrt{\text{AVE}}$ value of each construct is greater than the correlation between other variables, so it can be concluded that all constructs are declared valid and have clear differences between variables.

Structural Model (Inner Model)

The R-Square value in PLS-SEM is used to measure the ability of independent variables to explain dependent variables in the structural model (inner model), which is the part of the model that describes the relationship between latent constructs. The R^2 value categories are 0.75 (strong), 0.50 (moderate), and 0.25 (weak). The results of the study show that the R^2 of Purchase Decision is 0.514, which means the model is able to explain 51.4% of the variation and is included in the moderate category, while the R^2 of Purchase Intention is 0.282, which indicates the model's explanatory ability is still weak because it only explains 28.2% of the variation, so there is still the influence of other factors outside the research model. The following are the R-Square results.

Table 4. Results of the R Square Test (R^2)

Variables	R-square	R-square adjusted
Buying decision	0.514	0.500
Purchase Interest	0.282	0.269

Apart from the R-Square value, the inner model also uses Q-Square (Q^2) For measuring predictive relevance in the structural model (inner model), namely ability exogenous latent variables in predict Endogenous latent variables through blindfolding technique. Criteria evaluation show that $Q^2 > 0$ has predictive relevance, with categories 0.02 (weak), 0.15 (moderate), and 0.35 (strong). Following R-Square research test results in table following This.

Table 5. Predictive Relevance Test Results (Q2)

Variables	Q²predict
Purchase Interest (Z)	0.233
Purchase Decision (Y)	0.310

The results of this study show that the Q² value of Purchase Intention is 0.233 and Purchase Decision is 0.310, both of which are in the medium category, so it can be concluded that the model has quite good predictive ability for the research variables.

Hypothesis Testing

Table 6. Hypothesis Test Results for Direct and Indirect Effects

Hypothesis	Original sample (O)	P values	Note:
Influencer Marketing (X1) -> Purchase Interest (Z)	0.424	0.000	Influential significant
Brand Image (X2) -> Purchase Interest (Z)	0.265	0.000	Influential significant
Purchase Interest (Z) -> Purchase Decision (Y)	0.457	0.000	Influential significant
Influencer Marketing (X1) -> Purchase Decision (Y)	0.257	0.001	Influential significant
Brand Image (X2) -> Purchase Decision (Y)	0.220	0.002	Influential significant
Influencer Marketing (X1) -> Purchase Interest (Z) -> Purchase Decision (Y)	0.194	0.001	Influential significant
Brand Image (X2) -> Purchase Interest (Z) -> Purchase Decision (Y)	0.121	0.003	Influential significant

Test results hypothesis show that all over connection between variables in the influential model significant . so that can concluded that 7 hypotheses in study This accepted .

Discussion

The Influence of Influencer Marketing (X₁) on Purchase Interest (Z)

Based on the results of the hypothesis test (H1), the path coefficient value was obtained **at 0.424 with** a p - value of 0.000 (<0.05). These results indicate that Influencer Marketing (X1) has a positive and significant effect on Purchase Intention (Z). Thus, the first hypothesis (H1) in this study is accepted. This means that the more effective the influencer marketing strategy carried out by Ayam Goreng Gadah, the more it will increase consumer purchase interest in the products offered.

The results of this study are in line with research conducted by Fatimah Wardah (2023) which states that influencer marketing has a positive and significant influence on

consumer purchasing interest because it is able to increase *engagement*. and audience trust in the promoted product. In addition, research by Luqiana Farah (2023) also shows that influencers have a significant influence in increasing purchasing interest through social media. Both studies strengthen the results of this study that influencer marketing is an important factor in shaping consumer purchasing interest.

Thus, it can be concluded that influencer marketing plays a crucial role in increasing consumer purchasing interest, through increasing trust, engaging communication, and fostering emotional connection with the audience. The more effective the use of influencers, the higher the resulting purchasing interest.

Influence of Brand Image (X₂) on Purchase Intention (Z)

Based on the results of the hypothesis testing (H2), the path coefficient value was obtained **at 0.265** with a p -value of 0.000 (<0.05) . These results indicate that *Brand Image* (X₂) has a positive and significant effect on Purchase Intention (Z) . Thus, the second hypothesis (H2) in this study is accepted. This means that the better the brand image of Ayam Goreng Gadah, the more it will increase consumer purchase interest in the products offered.

The results of this study align with research conducted by Trisa Nathasa Eleison & Lestari (2023) , which stated that brand image has a positive and significant influence on consumer purchase intention because it can build perceptions of product quality and trust. Furthermore, research by Yustiawan *et al.* (2023) also showed that brand perception has a significant influence on increasing purchase intention through social media. Both studies reinforce the findings of this study, which show that brand image is a crucial factor in shaping consumer purchase intention.

Thus, it can be concluded that brand image plays a crucial role in increasing consumer purchasing interest, both through creating positive perceptions, increasing trust, and enhancing brand appeal in the minds of consumers. The stronger and more positive a brand's image, the higher the resulting purchasing interest.

Influence of Purchase Interest (Z) on Purchase Decisions (Y)

Based on the results of the hypothesis testing (H3), the path coefficient value was obtained **at 0.457 with** a p - value of 0.000 (<0.05) . These results indicate that Purchase Intention (Z) has a positive and significant effect on Purchase Decisions (Y) . Thus, the third hypothesis (H3) in this study is accepted. This means that the higher the consumer's purchase interest in Gadah Fried Chicken products, the greater the likelihood of consumers making a purchase decision.

The results of this study align with research conducted by Jihan Salsabila (2023) , which states that purchase *intention* has a positive and significant influence on purchasing decisions because it reflects consumer readiness to make a transaction. Furthermore, research by Sri Utami and Erlita (2026) also shows that purchase intention has a significant influence on consumer purchasing decisions. Both studies reinforce the findings of this study, which show that purchase intention is a crucial factor in determining consumer purchasing decisions.

Thus, it can be concluded that purchase intention plays a crucial role in enhancing purchasing decisions, as it reflects a consumer's interest, desire, and readiness to purchase a product. The higher a consumer's purchase intention, the greater the likelihood of a purchase decision.

Influence of Influencer Marketing (X₁) on Purchasing Decisions (Y)

Based on the results of the hypothesis testing (H4), the path coefficient value was obtained **at 0.257 with** a p - value of 0.001 (<0.05) . These results indicate that *Influencer Marketing* (X₁) has a positive and significant effect on Purchasing Decisions (Y) . Thus, the fourth hypothesis (H4) in this study is accepted. In addition, these results also show that influencer marketing not only plays a role in increasing purchasing interest, but is also able to directly encourage consumers to make purchasing decisions for Ayam Goreng Gadah products.

The results of this study are in line with research conducted by Asani (2024) , which stated that influencer marketing has a significant influence on consumer purchasing decisions, because it is able to influence consumer perceptions and beliefs about the promoted product. Furthermore, research by Wilis & Faik (2022) also shows that influencer marketing has a positive effect on purchasing decisions, as the content delivered can attract attention and increase consumer interest. Both studies reinforce this finding that influencer marketing is an effective marketing strategy for driving purchasing decisions.

Thus, it can be concluded that influencer marketing plays a crucial role in improving purchasing decisions, both through delivering engaging information, increasing consumer trust, and the influencer's ability to build emotional connections with their audience. The more effective the influencer marketing strategy, the higher the likelihood of consumers making a purchase decision.

Influence of Brand Image (X₂) on Purchasing Decisions (Y)

Based on the results of the hypothesis test (H5), the path coefficient value (*path coefficient t*) was obtained. of 0.220 with a p-value of 0.002 (<0.05) . These results indicate that Brand Image (X₂) has a positive and significant effect on Purchasing Decisions (Y) . Thus, the fifth hypothesis (H5) in this study is accepted. This means that the better the brand image of Ayam Goreng Gadah, the greater the likelihood of consumers making a purchasing decision for the product.

The results of this study align with research conducted by Pramesti & Sujana (2023) , which also showed that brand image has a positive and significant influence on purchasing decisions because it increases consumer confidence in choosing a product. This finding is also reinforced by research by Rizky and Sabeli (2025) , which states that brand image has a positive and significant influence on purchasing decisions because it is able to create positive experiences and perceptions that encourage consumers to make purchases. This indicates that brand image is one of the main factors in influencing consumer purchasing decisions.

Thus, it can be concluded that brand image plays a crucial role in enhancing purchasing decisions, both through creating positive perceptions, increasing trust, and enhancing brand appeal in the minds of consumers. The stronger and more positive a brand's image, the more likely consumers are to make a purchasing decision.

The Influence of Influencer Marketing Marketing (X₁) on Purchase Decisions (Y) through Purchase Interest (Z)

Based on the results of the hypothesis testing (H6), the path coefficient value was obtained at 0.194 with a p-value of 0.001 (<0.05). These results indicate that Influencer Marketing (X₁) has a positive and significant effect on Purchasing Decisions (Y) through Purchase Intention (Z). Thus, the sixth hypothesis (H6) in this study is accepted. This means that the better the influencer marketing strategy implemented by Ayam Goreng Gadah, the higher the consumer purchasing interest which will ultimately increase the purchasing decision for the product.

The results of this study are in line with research conducted by Liza & Saidun (2019) which shows that promotions through brand ambassadors have a positive influence on purchasing interest and purchasing decisions, so that purchasing interest can act as a mediating variable in increasing consumer purchasing decisions. This shows that influencer marketing not only influences consumers directly, but is also able to build interest and purchasing desire which ultimately encourages consumers to make purchases. Another study by Gregorius & Andhy (2025) also stated that influencer marketing has a positive and significant effect on purchasing interest and purchasing decisions, where purchasing interest is proven to be a mediating variable that strengthens the relationship between variables. This shows that influencer marketing not only influences consumers directly, but is also able to build interest and purchasing desire which ultimately encourages consumers to make purchases.

Thus, it can be concluded that purchase intention can mediate the influence of influencer marketing on purchasing decisions. The more effective influencer marketing is, the higher consumer purchase intention will be, which in turn will increase purchasing decisions.

Influence of Brand Image (X₂) on Purchasing Decisions (Y) through Purchasing Interest (Z)

Based on the results of the hypothesis testing (H7), the path coefficient value was obtained at 0.121 with a p-value of 0.003 (<0.05). These results indicate that Brand Image (X₂) has a positive and significant effect on Purchasing Decisions (Y) through Purchase Intention (Z). Thus, the seventh hypothesis (H7) in this study is accepted. This means that the better the brand image of Ayam Goreng Gadah, the higher the consumer's purchasing interest, which will ultimately increase the purchasing decision for the product.

The results of this study align with research conducted by Khoirunnisa Yahya *et al.* (2025), which showed that brand image positively influences purchase intention and purchase decisions, and purchase intention can act as an intervening variable in this relationship.

Another study by Deni Ratnam *et al.* (2024) also found that brand image significantly influences purchase intention and purchase decisions through the intervening variable of purchase intention. This indicates that brand image is a crucial factor in shaping consumer purchase intention, which then drives purchase decisions.

Thus, it can be concluded that purchase intention can mediate the influence of brand image on purchasing decisions. The stronger and more positive a brand image is, the higher the consumer's purchase intention, which in turn increases purchasing decisions.

CONCLUSION

The research results show that Influencer Marketing and Brand Image have a positive and significant impact on Purchase Intention, both of which can increase consumer interest and trust in Ayam Goreng Gadah products. Furthermore, Purchase Intention has also been shown to significantly influence Purchase Decisions, thus becoming a crucial factor in encouraging consumers to make a purchase.

Furthermore, Influencer Marketing and Brand Image also significantly influence Purchase Decisions, both directly and indirectly through Purchase Intention as an intervening variable. This indicates that both variables play a significant role in improving consumer purchasing decisions, thus supporting the overall hypothesis in this study.

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